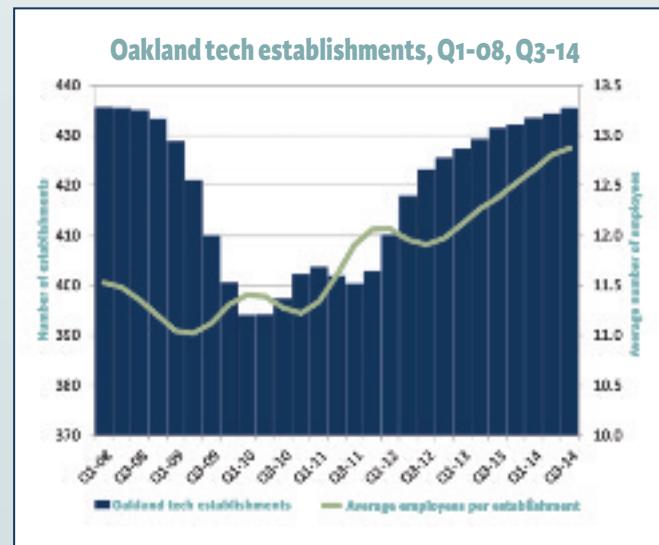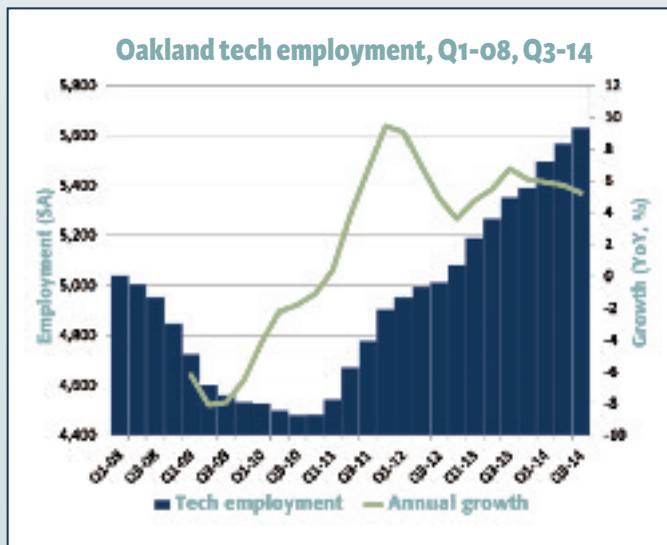# 2015 Oakland Technology Trends Update

The Oakland Metropolitan Chamber of Commerce commissioned Beacon Economics to track the growth, trends, and characteristics of our city's tech sector, with the first report in this series released in September 2015. The tech landscape has changed dramatically since then, most notably with Uber's announcement regarding moving a significant portion of its workforce to the former Sears Building in 2017. In addition, as the most recent data indicates, both tech employment and tech establishments continue to trend upward, demonstrating that Oakland is increasingly viewed as an ideal place to locate and grow a technology business.

This information provides an update to the September report and includes an analysis of the number of businesses and workers engaged in the tech industry. The report also highlights vital characteristics about our tech sector including the diversity of the tech workforce, in which Oakland is a leader in the Bay Area region.

Oakland tech employment, Q1-08, Q3-14

Oakland tech establishments, Q1-08, Q3-14

By the numbers – Oakland's tech sector continues to grow

- The city's 410 tech establishments employed over 5,600 workers in the City of Oakland during 2014.
- Tech employment has been growing by between 4%-10% per year over the past 5 years and grew by 7.2% between Q4-13 and Q4-14.
- Tech represents 3.1% of all jobs located within the City of Oakland.
- Today, Oakland has more tech firms than at any time in its past and, growing by more than 14% in the last 5 years.
- These tech firms are larger, on average, than they've ever been before, averaging 13.7 employees per establishment.
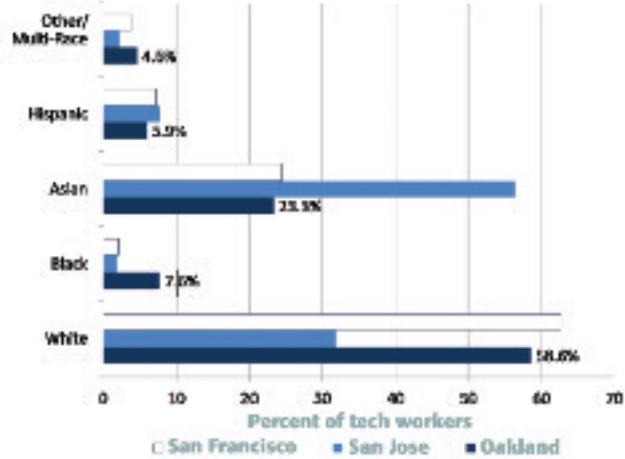
December, 2015

Demographics

While data availability limits our ability to look at Oakland residents who also work in the City's tech sector, it is clear that Oakland supplies a more diverse set of workers to the Bay Area's tech firms than surrounding tech hubs.

This owes, in part, to the fact that Oakland has a more diverse racial / ethnic composition than San Jose and San Francisco.

The local tech sector is comprised of larger contingents of black, white, and multiracial workers compared with its neighbors.

Oakland's tech industry is also more diverse from a gender perspective: over one-third of all tech workers who live in Oakland are female, compared with 30% or less in San Francisco and San Jose.

Oakland tech workers race / ethnicity composition

Bar chart showing percent of tech workers by race/ethnicity for San Francisco, San Jose, and Oakland:
- Other/Multi-Race: Oakland 4.9%
- Hispanic: Oakland 5.9%
- Asian: Oakland 23.5%
- Black: Oakland 7.0%
- White: Oakland 58.6%

Legend: San Francisco, San Jose, Oakland

Tech worker demographics: Gender

City	Male (%)	Female (%)
Oakland	64.4	35.6
San Jose	69.7	30.3
San Francisco	70.3	29.7

Source: U.S. Census Bureau